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INSTITUTE**

The Association of Shareholder-Owned Electric Companies

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## CRITICAL ISSUE FORUMS



**June 13-16, 2010 ■ Westin Diplomat ■ Hollywood, FL**

Twelve Critical Issue Forums (CIFs) are planned that offer a full spectrum of vital content. They provide an opportunity for EEI Member Company Executives to offer their thoughts on a variety of topics, while engaging the audience in stimulating dialogue on important industry issues and trends.

**Monday, June 14, 11:00 a.m. - 12:30 p.m.**

### 1A. Partnerships for Meeting the Customer in the Home

Utilities and suppliers are evaluating various “inside the home” options to help customers manage their energy consumption. These options include partnering with information providers, technology companies, and IT service providers. The panel will discuss business and partnership options for utilities and other providers.

Mark Gabriel, Senior Vice President, Halcrow Group  
(Moderator)

Bill Downey, President and COO, Great Plains Energy

Barb Nick, Sr. Vice President, Wisconsin Public Service

Marlene Santos, Vice President, Florida Power & Light

Val Jensen, Vice President, ComEd

### 1B. Making Solar Work for Utilities

What strategies are utilities taking to implement solar energy? What is the potential penetration over the next five to ten years? What are the regulatory hurdles, and how can electric companies and vendors work together to make solar a productive element in a company’s portfolio?

Jim Turner, President & COO, US Franchised Electric and Gas,  
Duke Energy (Moderator)

Steven Chan, President, Suntech America

Santiago Seage, CEO, Abengoa Solar

Al Fohrer, Chairman & CEO, Southern California Edison

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Paul Bonavia, Chairman, President & CEO, UniSource Energy

### 1C. Uncertainty as the New Normal

Industry-wide challenges continue to due to global recession, stagnant revenue growth and an ever-changing industry and regulatory landscape. These factors are forcing utilities to manage differently in the "New Normal"-- requiring the ability to manage growth, risks, costs, regulatory relationships, and investors differently than in the past. Unique approaches have begun to evolve in areas surrounding corporate strategies, external communication of those strategies and outcomes to regulators, and managing investors' reaction to the New Normal.

Dan Sullivan, President & CEO, Power Advocate (Moderator)

John Erickson, President & CEO Otter Tail Group

Al Hodnik, President & CEO, ALLETE

Bob Rowe, President & CEO, North Western Energy

Jay Horine, Managing Director, J.P. Morgan

### Monday, June 14, 2:00 p.m. - 3:30 p.m.

#### 2A. Workforce Development - What's in it for industry?

Many electric companies are creating and implementing innovative educational and developmental programs. These range from early childhood education, to working with local schools, to workforce training programs. Are these simply charitable endeavors, or do they help advance company goals?

Bob Powers, President, AEP Utilities (Moderator)

Paul Barbas, President & CEO, DPL, Inc.

Susan Story, President & CEO, Gulf Power Company

Marvin McDaniel, Vice President & Chief Administrative Officer, Xcel Energy

David Vosvick, Vice President, Baltimore Gas & Electric

#### 2B. What's New in Energy Storage?

Many companies are investigating and pursuing energy storage options to manage load, improve grid utilization, save money and to promote green power. Some of the options in play include batteries, electric vehicles, compressed air or pumped hydro. What are the latest technologies and are they cost effective?

Mike Howard, Senior Vice President, EPRI (Moderator)

Ted Craver, Chairman, President, & CEO, Edison International

Karim Zaghib, Director of the Energy Storage Group, Hydro Quebec

Terry Boston, President & CEO, PJM Interconnection

Nick Akins, Exectutive Vice President, American Electric Power

### Tuesday, June 15, 9:00 a.m. - 10:30 a.m.

### 3A. New Models for Energy Efficiency

Energy efficiency programs have a long record of delivering energy and dollar savings. But despite the intensification of EE efforts nationwide, there is a gap between potential and achieved savings. A number of companies have recently begun using innovative new programs to increase participation rates.

Michael Yackira, President & CEO, NV Energy (Moderator)

Vincent Dolan, President & CEO, Progress Energy Florida

Jim Ludwig, Executive Vice President, Westar Energy

Ted Schultz, Vice President, Duke Energy

Lisa Wood, Executive Director, Institute for Energy Efficiency

### 3B. Is Unconventional Gas for Real?

There is much talk about unconventional sources of natural gas, such as shale gas. How much gas will be available at what price, and what are the risks and options for companies that want to contract for these supplies? And what are the key public policy issues that will impact gas use?

Ben Fowke, President & COO, Xcel Energy (Moderator)

Chuck Davidson, Chairman & CEO, Noble Energy

Steve Mueller, CEO & President, Southwestern Energy

Charlie Schrock, Chairman, President & CEO, Integrys

David McClanahan, President & CEO, Center Point Energy

### 3C. Advancing Nuclear Power

The U.S. Nuclear Regulatory Commission is actively reviewing thirteen license applications. Key issues include loan generation, licensing review, and infrastructure development. What other critical policy issues need to be addressed to encourage the development of robust nuclear build-out?

Marv Fertel, President and CEO, Nuclear Energy Institute (Moderator)

David Christian, CEO, Dominion Generation

Jim Miller, Chairman, President & CEO, Southern Nuclear

Steve Winn, CEO, Nuclear Innovation North America

**Tuesday, June 15, 11:00 a.m. - 12:30 p.m.**

### 4A. Smart Grid - Where's the Value?

As utilities develop and implement Smart Grid systems they are realizing a wide range of benefits to customers and the system. These include the ability to control demand, gain flexibility, and improve reliability. This panel will explore some of these benefits.

Lou Jahn, Senior Director, Edison Electric Institute (Moderator)

Wayne Harbaugh, Vice President, Baltimore Gas & Electric

Ken Barker, Vice President, Dominion Virginia Power

Mike Howard, Senior Vice President, EPRI

#### **4B. Maintaining Coal as an Energy Supply Option**

While coal-fired generation represents approximately half of the U.S. electric power sector, there are an increasing number of pressures facing the industry. Can clean new IGCC or ultra-supercritical coal plants be competitive in the face of strict environmental limits and changing technologies? What policy changes would be required to maintain and transition to the new coal fleet?

Tom Farrell, Chairman, President & CEO, Dominion  
(Moderator)

Jim Markowsky, Assistant Secretary - Fossil Energy, U.S.  
Department of Energy

Fred Palmer, Senior Vice President, Peabody Energy

Mike Madison, President & CEO, Cleco Corp

**Tuesday, June 15, 2:00 p.m. - 3:30 p.m.**

#### **5A. Blast off: Electric Vehicle Launch 2010!**

Electric vehicles could have a significant effect on utility operations, both as load and as enabling technologies for the smart grid. What are the potential benefits and impacts on the system of this game-changing technology? In what ways can electric companies best participate in these business opportunities?

Rick Tempchin, Acting Executive Director, Retail Energy  
Services, EEI (Moderator)

Orjiakor Isiogu, Chairman, Michigan Public Service  
Commission

Ted Craver, Chairman, President, & CEO, Edison  
International

Ann Murtlow, President & CEO, Indianapolis Power & Light

Lloyd Yates, President & CEO, Progress Energy Carolinas

#### **5B. Opportunities and Challenges of Integrating Alternative Resources**

While there has been a great increase in renewable and distributed resources on the grid, the variable or intermittent nature of these technologies can create concerns. What are the major concerns with integrating these new resources into the grid?

David Owens, Executive Vice President, EEI (Moderator)

Pete Delaney, Chairman, President & CEO, OGE Energy

Pat Vincent-Collawn, President & CEO, PNM Resources

Lisa Crutchfield, Executive Vice President, National Grid

Mark Ahlstrom, Chief Executive Officer, WindLogics

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